Please write clearly in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

Candidate signature _____
I declare this is my own work.

A-level
MEDIA STUDIES

Paper 1 Media One

Time allowed: 2 hours

Materials
There are no other materials for this paper.

Instructions
- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information
- The marks for each question are shown in brackets.
- The maximum mark for this paper is 84.
- You are reminded of the need for good English and clear presentation in your answers.
- This paper is divided into two sections.
- Question **04** is an extended response question in which you will be rewarded for your ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	

Do not write outside the box

Section A

Media Language and Media Representations

Answer **all** questions in the spaces provided.

0 1 **Figure 1** shows a poster promoting the girl group Bananarama's 1987 album *Wow!*

Figure 1

Figure 1 not reproduced here due to third-party copyright restrictions

Do not write outside the box

Analyse how non-verbal codes contribute to the meanings of the poster in **Figure 1**.

[8 marks]

8

Turn over for the next question

Do not write outside the box

0 2 Explain how representations of stereotypes within media products reflect their social and historical contexts.

You should refer to the Close Study Product *Score* and **Figure 1** to support your answer.

[12 marks]

12

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0 3 To what extent does the Close Study Product *Maybelline 'That Boss Life part 1'* use cultural codes to reflect society's values.

[9 marks]

9

Turn over for the next question

Do not write outside the box

0 4 Paul Gilroy claims that ethnic identity is a product of Double Consciousness.

How valid is this claim? You should refer to the Close Study Product *Letter to the Free* in your response.

[20 marks]

Do not write outside the box

20

Turn over for Section B

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Section B

Media Industries and Media Audiences

Answer **all** questions in the spaces provided.

For each question completely fill in the circle alongside the appropriate answers.

CORRECT METHOD ⬬ WRONG METHODS

If you want to change your answer you must cross out your original answer as shown.

If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.

0 5 . 1 Which **three** of the following media products encourage most interactivity?

Shade **three** circles only.

[3 marks]

A Billboard adverts ⬭

B e-books ⬭

C Online editions of newspapers ⬭

D Social media ⬭

E Terrestrial TV ⬭

F Video console games ⬭

0 5 . 2 Briefly explain the term ‘cultural imperialism’.

Give an example from the media.

[3 marks]

_____

_____

_____

_____

_____

_____

6

Do not write outside the box

0 6 Explain how low-budget British films are marketed and distributed to global audiences.

You should refer to the Close Study Product *Blinded by the Light* to support your answer.

[9 marks]

9

Turn over for the next question

Do not write outside the box

0 7 'The relationship between producers and audiences has changed over time.'

How far do you agree with this statement? You should refer to the Close Study Products *War of the Worlds* and *Newsbeat* to support your answer.

[20 marks]

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20

END OF QUESTIONS

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